

Early-Stage Business Plan Structure

1. Executive Summary

Concise overview of your business, vision, mission, and what problem you are solving.

2. Problem & Solution

- **Problem:** *Describe the market pain point or need.*
- **Solution:** *Briefly explain your proposed product or service.*

3. Market Analysis

- *Define your target market and customer segments.*
- *Market size and potential growth.*
- *Competitive landscape (key competitors, differentiation).*

4. Business Model

- *Describe how you will generate revenue.*
- *Pricing strategy.*

5. Go-to-Market Strategy

- *How you will attract and acquire customers.*
- *Initial marketing and sales tactics.*

6. Product Development Roadmap

1. *Key milestones and timeline for product/service development.*

7. Team

- *Founders' names and key roles.*
- *Relevant experience for each team member.*

8. Financial Plan

- *Basic projections of revenue, expenses, and funding requirements.*
- *Funding ask (if applicable).*

9. Risks & Challenges

- *Potential risks and how you plan to address them.*

10. Appendices

- *Additional data, charts, research, or materials to support your plan.*